

Message Text

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PAGE 01 ANTANA 01225 051333Z

ACTION AF-10

INFO OCT-01 ISO-00 EB-07 /018 W

-----056350 051337Z /44

R 051213Z JUL 77

FM AMEMBASSY ANTANANARIVO

TO USDOC WASHDC

INFO SECSTATE WASHDC 9411

UNCLAS ANTANANARIVO 1225

USDOC

E.O. 11652: N/A

TAGS: BEXP, MA

SUBJECT: ADS REQUEST - VIRCO MFG. CORP., LOS ANGELES

REF: A. ADS REQUEST DATED APRIL 18 FROM LOS ANGELES REGIONAL
OFFICE TRANSMITTED BY COMMERCE APRIL 21.

B. ANTANANARIVO 0985

1. PER REFTEL B, ADS REQUEST RECEIVED ANTANANARIVO MAY 25.

2. EMBASSY VISITED FIVE FIRMS BUT ONLY THE FOLLOWING TWO
FIRMS EXPRESSED INTEREST IN CORRESPONDING WITH VIRCO:

A. SOCIETE BERGER & CIE.

42, AVENUE ANDRIANAMPOINIMERINA

BOITE POSTALE 1176

ANTANANARIVO, MADAGASCAR

CONTACT: ROBERT TOURTET, PRESIDENT DIRECTOR GENERAL

PHONE AREA: ANTANANARIVO 203-92

CABLE: ANTANANARIVO DAUBERCO

TELEX: N/A

COMMENT: IMPORTER OF PRINTING & PAPER MILL MACHINERY
(OFFSET LITHOGRAPHIC & GRAVURE), TYPEWRITER & OFFICE

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MACHINES & PHTOENGRAVING EQUIPMENT. WISHES TO EXPAND
INTO OTHER FIELDS. REPRESENTS US FIRM, DUPORT DE NEMOURS,
WILMINGTON, DELAWARE & VARIOUS FRENCH, BRITISH & GERMAN
FIRMS SPECIALIZED IN PRINTING MACHINERY.

B. SOCIETE INDUSTRIELLE & COMMERCIALE DE L'EMYRNE
(S.I.C.E.)

17 RUE PATRICE LUMUMBA
BOITE POSTALE 150
ANTANANARIVO, MADAGASCAR
CONTACT: RAHARISON (MRS.), CHIEF, IMPORTATION SCE.
PHONE AREA: ANTANANARIVO 239-41
CABLE: SICESIEGE ANTANANARIVO
TELEX: ANTANANARIVO 22216.

COMMENT: LONG ESTABLISHED AND LARGE FIRM WITH
AFFILIATES IN THE PRINCIPAL PROVINCES OF MADAGASCAR.
ENGAGED IN IMPORT-EXPORT OF GENERAL MERCHANDISE, AND
IN GENERAL TRADING.

3. DESPITE CURRENT DIFFICULTY IN OBTAINING IMPORT LICENSES,
ABOVE TWO FIRMS EXPRESSED INTEREST IN CORRESPONDING WITH
VIRCO MFG. CORP. IF THEY FIND THAT VIRCO PRODUCTS ARE
PRICED COMPETITIVELY, THEY WOULD BE INTERESTED IN REPRESENTING
VIRCO IN MADAGASCAR PROVIDED THE GOVERNMENT WILL
GRANT IMPORT LICENSES FOR THESE PRODUCTS. MADAGASCAR HAS
A POLICY OF PROTECTING ITS LOCAL INDUSTRIES THROUGH
RESTRICTION ON IMPORTS OF COMPETITIVE PRODUCTS. WHILE
FURNITURE IS PRODUCED IN MADAGASCAR, IT, OF COURSE, IS
NOT OF THE SAME KIND OR STYLE AS THAT PRODUCED BY VIRCO.
THEREFORE, WHILE IT WILL PROBABLY BE DIFFECULT, IT IS
POSSIBLE THAT ONE OF THE TWO INTERESTED FIRMS MAY BE
ABLE TO OBTAIN IMPORT LICENSE FOR VIRCO'S PRODUCTS.
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4. WHILE BOTH FIRMS ARE CAPABLE OF CORRESPONDING IN
ENGLISH, THEY WOULD PREFER CORRESPONDING IN FRENCH,
IF POSSIBLE.

PREPARED: ERAKOTO-RAZAFIMANDIMBY. APPROVED: SAMUEL VICK
SMITH AT US EMBASSY ANTANANARIVO. BARRETT

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NNN

Message Attributes

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Sent Date: 05-Jul-1977 12:00:00 am
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Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
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Disposition History: n/a
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Disposition Remarks:
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Legacy Key: link1977/newtext/t19770793/aaaaddex.tel
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Status: NATIVE
Subject: ADS REQUEST - VIRCO MFG. CORP., LOS ANGELES
TAGS: BEXP, MA
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Type: TE
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